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CLAIMS:

1. A method for controlling information gathered by data collection agencies in an electronic transaction comprising the steps of:

selecting a persona facet by a user, wherein said persona facet selected comprises a user selectable information that will be exposed in said electronic transaction;

connecting to a web site by a web browser;

sending said selected persona facet to said web site by said web browser during said electronic transaction;

receiving information about said user stored in a database from said web site if said web site recognizes said persona facet; and

updating said information about said user stored in said database.

2. The method as recited in claim 1 further comprising the step of:

comparing said user selectable information in said persona facet with said received information from said web site.

3. The method as recited in claim 2, wherein said comparing said user selectable information in said persona facet with said received information from said web site comprises the step of parsing said information received from said web site.

4 The method as recited in claim 1, wherein said web site determines if said web site recognizes said persona facet by searching a database for said persona facet.

5. The method as recited in claim 2, wherein if there are differences between said information received from said web site and said user selectable information in said persona facet from said comparison then said information about said user stored in said database is updated.

6. The method as recited in claim 1 further comprising the step of:

completing said electronic transaction.

7. The method as recited in claim 1, wherein said user selectable information comprises at least one of the following: user name, electronic mail address, public key, private key, unique key, payment method, and customer resource data.

8. The method as recited in claim 6, wherein said user selectable information comprises a particular payment method.

9. The method as recited in claim 8, wherein said electronic transaction is completed by initiating a method call to said web site from said web browser to expose said particular payment method.

10. The method as recited in claim 1 further comprising the step of:

determining whether said selected persona facet is recognized by said web site, wherein if said web site does not recognize said selected persona facet then said user selectable information is stored in cookie data.

11. The method as recited in claim 1 further comprising the step of:

determining whether said selected persona facet is recognized by said web site, wherein if said web site recognizes said selected persona facet then said user requests from said web site to send said information about said user stored in said database.

12. The method as recited in claim 11, wherein if said web site does not send said information about said user stored in said database then the method further comprises the step of:

storing said user selectable information in cookie data.

13. A computer program product having computer readable medium having computer program logic recorded thereon for controlling information gathered by data collection agencies in an electronic transaction, comprising:

programming operable for selecting a persona facet by a user, wherein said persona facet selected comprises a user selectable information that will be exposed in said electronic transaction;

programming operable for connecting to a web site by a web browser;

programming operable for sending said selected persona facet to said web site by said web browser during said electronic transaction;

programming operable for receiving information about said user stored in a database from said web site if said web site recognizes said persona facet; and

programming operable for updating said information about said user stored in said database.

14. The computer program product as recited in claim 13 further comprises:

programming operable for comparing said user selectable information in said persona facet with said received information from said web site.

15. The computer program product as recited in claim 14, wherein said comparing said user selectable information in said persona facet with said received information from said web site comprises:

programming operable for parsing said information received from said web site.

16. The computer program product as recited in claim 13, wherein said web site determines if said web site recognizes said persona facet by searching a database for said persona facet.

17. The computer program product as recited in claim 14, wherein if there are differences between said information received from said web site and said user selectable information in said persona facet from said comparison then said information about said user stored in said database is updated.

18. The computer program product as recited in claim 13 further comprises:

programming operable for completing said electronic transaction.

19. The computer program product as recited in claim 13, wherein said user selectable information comprises at least one of the following: user name, electronic mail address, public key, private key, unique key, payment method, and customer resource data.

20. The computer program product as recited in claim 18, wherein said user selectable information comprises a particular payment method.

21. The computer program product as recited in claim 20, wherein said electronic transaction is completed by initiating a method call to said web site from said web browser to expose said particular payment method.

22. The computer program product as recited in claim 13 further comprises:

programming operable for determining whether said selected persona facet is recognized by said web site, wherein if said web site does not recognize said selected persona facet then said user selectable information is stored in cookie data.

23. The computer program product as recited in claim 13 further comprises:

programming operable for determining whether said selected persona facet is recognized by said web site, wherein if said web site recognizes said selected persona facet then said user requests from said web site to send said information about said user stored in said database.

24. The computer program product as recited in claim 23, wherein if said web site does not send said information about said user stored in said database then the computer program product further comprises:

programming operable for storing said user selectable information in cookie data.

25. A system comprising:

a web server; and

a client coupled to said web server, wherein said client comprises:

a processor;

a memory unit operable for storing a computer program operable for controlling information gathered by data collection agencies in an electronic transaction; and

a bus system coupling the processor to the memory, wherein the computer program is operable for performing the following programming steps:

selecting a persona facet by a user, wherein said persona facet selected comprises a user selectable information that will be exposed in said electronic transaction;

connecting to a web site by a web browser;

sending said selected persona facet to said web site by said web browser during said electronic transaction;

receiving information about said user stored in a database from said web site if said web site recognizes said persona facet; and

updating said information about said user stored in said database.

26. The system as recited in claim 25, wherein the computer program is further operable to perform the programming step:

comparing said user selectable information in said persona facet with said received information from said web site.

27. The system as recited in claim 26, wherein said comparing said user selectable information in said persona facet with said received information from said web site comprises the programming step:

parsing said information received from said web site.

28 The system as recited in claim 25, wherein said web site determines if said web site recognizes said persona facet by searching a database for said persona facet.

29. The system as recited in claim 26, wherein if there are differences between said information received from said web site and said user selectable information in said persona facet from said comparison then said information about said user stored in said database is updated.

30. The system as recited in claim 25, wherein the computer program product is further operable to perform the programming step:

completing said electronic transaction.

31. The system as recited in claim 25, wherein said user selectable information comprises at least one of the following: user name, electronic mail address, public key, private key, unique key, payment method, and customer resource data.

32. The system as recited in claim 30, wherein said user selectable information comprises a particular payment method.

33. The system as recited in claim 32, wherein said electronic transaction is completed by initiating a method call to said web site from said web browser to expose said particular payment method.

34. The system as recited in claim 25, wherein the computer program is further operable to perform the programming step:

determining whether said selected persona facet is recognized by said web site, wherein if said web site does not recognize said selected persona facet then said user selectable information is stored in cookie data.

35. The system as recited in claim 25, wherein the computer program is further operable to perform the programming step:

determining whether said selected persona facet is recognized by said web site, wherein if said web site recognizes said selected persona facet then said user requests from said web site to send said information about said user stored in said database.

36. The system as recited in claim 35, wherein if said web site does not send said information about said user stored in said database then the computer program is further operable to perform the programming step:

storing said user selectable information in cookie data.